

**Hispanic Outreach Forum
Beyond Translation 2 – “Planting Seeds”**

SCOPE OF WORK

Period of Performance: Twelve Months (from preparation to follow-up actions)

EPA Contracting Officer Representative (COR):

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BACKGROUND

Language may act as a barrier to achieving EPA's mission. Proactive efforts to overcome language barriers and engage the Hispanic community can improve their ability to become better environmental stewards. Improving the quality and availability of environmental and public health information (in English and Spanish) in a manner that is relevant to the Hispanic community is an important first step. This has been a challenge for the Agency. The Hispanic community remains largely under represented in the Agency's efforts to achieve environmental results. Improved communications and efforts such as regional collaborations with the Hispanic community can help effectively address environmental challenges, maximize use of limited resources, encourage positive environmental behaviors among Hispanics, and translate actions into success stories which will serve as models for the Hispanic community and other multilingual. As a public organization, the U.S. Environmental Protection Agency (EPA) is committed to serve the public by forging strong and dynamic partnerships with all of the nation's communities. These partnerships promote EPA's programs and services, allowing us to enhance our response to the public's health and environmental priorities.

On October 17-18, 2006, EPA Region 6, hosted the “*Beyond Translation Forum*” in San Antonio, Texas. More than 100 Hispanic community leaders and representatives of nonprofit, grass-roots and civic organizations; leaders in business and academia; the media; and local, state, and federal government officials came together to discuss environmental challenges and opportunities, explore ideas for improving the Agency's service to Hispanics, and to enhance partnerships and networks. The discussions focused on the areas of community partnerships, public health and the environment, economic opportunities at EPA, and the education pipeline for environmental careers. Subsequently, EPA has partnered with community leaders and organizations to form five workgroups. They will work together for one year on a project that can be easily replicated in other Hispanic communities and potentially in other multilingual communities.

On October 2007, Region 6 plans to take this outreach initiative, Beyond Translation, one step further. An additional 200 community leaders will be invited to join Houston's Department of Health and EPA Region 6, in Houston Texas, to hear about each workgroups progress to date, their strategies, lessons learned from the first forum, networks established, and resources obtained. As part of this forum, there will be a session entitled “*De Mi Comunidad – A La Tuya*” (“From My Community to Yours”) where communities that want to start their own projects can replicate successful community efforts.

OBJECTIVE

EPA will be leading the "Beyond Translation 2" Forum and requires assistance for conference facilitation, activities which include, but not limited to conference logistics, registration, note-taking, facilitation, English-Spanish translation services, documentation, as well as obtaining training/speakers for the conference.

All documentation (letters, reports, charts, etc.,) will be in an electronic format acceptable to the EPA COR and compatible with EPA's computer software requirements.

TASKS:

- 1 - Conference Preparation and Logistics**
- 2 - Conference Support**
- 3 - Conference Speaker - Presenter Support**
- 4 - Recorder and Final Report**
- 5 - Translation Services**

TASK 1 - CONFERENCE PREPARATION AND LOGISTICS

1.1: EPA will hold an introductory (scoping) meeting within two to five days of the issuance of this Scope of Work (SOW). EPA requires support for conference preparations and the Contractor is required to participate through a conference call. EPA will provide call-in instructions.

1.2: The Contractor is to produce a hotel facility, with the following requirements;

- in the Houston, Texas – Hobby Airport area
- accessible to people with disabilities,
- ability to reserve 30 rooms @ the government rate for October 10 & 11 2007 - checking out on October 12, 2007.
- meeting space for 200 people for a general session
- four class-room style break-out rooms to accommodate 50 people each for October 12, 2007.
- 1 LCD Projectors w/large screen for two days
- 4 flip charts w/paper for one day
- Exhibit space for 30 table displays – with electrical outlets
- Space for an evening welcome reception for 100 people on October 10, 2007
- Space for an evening awards reception for up to 200 people on October 11, 2007.

1.3: Two days after the procurement of the facility, the contractor is to provide a written description of the facility with all accommodations; and a draft letter confirming location, date, and time to the EPA COR for approval.

1.4: A preparatory meeting between EPA selected representatives and the Contractor will be held at the facility one day prior to the scheduled forum to review meeting rooms and equipment set-up.

1.5: The Contractor will participate in weekly 1-hour planning committee calls and will provide updates on their progress.

TASK 2 - CONFERENCE SUPPORT

2.1: The Contractor will serve as point of contact for all information regarding the conference logistics, schedule, hotel arrangements, location information and transportation information.

2.2: The Contractor will provide research assistance in identifying 500 Hispanic Community

Leaders from academia, business, civic organizations, grass-roots and non-profits organizations, local and state government representatives, and other organizations interested in discussing ideas on how to improve EPA R6's outreach and involvement efforts with the Hispanic population within one week from the introductory meeting.

2.3: The Contractor is to create an electronic mailing list of all 500 identified Hispanic Community Leaders with the ability to sort in categories provided by the EPA COR within two weeks from the introductory meeting.

2.4: The Contractor is to register participants and is to provide final registration list to EPA COR one week before forum. Target registration number is 200.

2.5: The Contractor is to check-in all participants the morning of the forum.

TASK 3 - SPEAKER / PRESENTER SUPPORT

3.1: The Contractor and the Forum Planning Committee will meet within four weeks to discuss the forum agenda and options for non-EPA speakers and trainers that will meet the set goals. Goals for the agenda include;

- Understanding the challenge in reaching the Hispanic Community (demographics, home-life, education, economics, business, and communication.)
- Understanding the environmental issues affecting Hispanic communities in TX, OK, AR, NM, LA, and OK.
- Surprising Outreach and Public Involvement Success Stories
- Moving beyond translating documents - strategies, mechanisms, tools, and measuring outcomes

3.2: The Contractor is to conduct a search and obtain the services of speakers and trainers approved by the planning committee within six weeks. Speakers will come from organizations in TX, OK, AR, NM, LA, and OK.

3.3: The Contractor is to collect presenters papers, bios and any information that will be part of their talk, and will present to the Forum Planning Committee within eight weeks.

3.4: The Contractor is to collect hand-outs from presenters and EPA staff and prepare 200 packets.

TASK 4 - RECORDER AND FINAL REPORT

4.1: The Contractor will provide recorder (note-taker) services to capture discussions, outcomes, and follow-up items from the individual forum sessions.

4.2: The contractor is to compile a draft outcome report and provide to EPA COR two weeks after the forum for review and mail out final (electronic and hard-copy) to participants w/in four weeks from the forum.

TASK 5 - TRANSLATION SERVICES

5.1 The Contractor will provide translation services (if needed) to accommodate Spanish-only speaking participants.

DELIVERABLES AND SCHEDULE

TASK 1 - CONFERENCE PREPARATION AND LOGISTICS	
1.2: Letter confirming hotel facility	2 days after procurement of facility+
2.3: Electronic mailing list of 500 identified Hispanic Community Leaders	2 weeks from the introductory meeting
2.4: Final registration list to EPA COR one week before forum.	1 week before the forum date
TASK 3 - SPEAKER / PRESENTER SUPPORT	
3.2: Obtain the services of speakers and trainers approved by the planning committee	within 6 weeks from introductory meeting
3.3: Presenters papers, bios and any information packet	within 8 weeks from the introductory meeting
3.4: 1200 hand-outs from presenters and EPA staff	One week before the forum
TASK 4 - RECORDER AND FINAL REPORT	
4.2: Draft Outcome Report	4 weeks after the forum
4.2: Final Outcome Report	8 weeks after the forum

Evaluation Criteria for Part-Time Fitness Center Coordinator: (Listed in Order of Importance)

Experience - Demonstrated experience in the working with Hispanic communities on outreach and public education efforts dealing w/highly controversial and non-controversial environmental issues affecting the Hispanic population, coordinating and facilitating meetings/forums for large number of groups, identifying and securing presenters and speakers, and ability to identify and form partnerships with organizations dealing with health and the environment. Must have extensive networks with Hispanic Leaders, community activists, non-profit organizations serving Hispanic audiences and Hispanic Serving Institutions from TX, OK, LA, AR, & NM - in order to insure participation of 200 attendees to a forum in Houston Texas on October 11-12, 2007.

Past Performance - Demonstrated successful past performance as evidenced by references from prior clients. Offer should provide contact information for prior clients.

Education/Training - Demonstration of successful education and/or training. Specifically, offeror should provide evidence of training or college degrees obtained in the environmental field.

Price